Erickson
SENIOR LIVING®

# Erickson Senior Living

## Community Brand Guide

January 2024
Version 1.1

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# WELCOME

The Erickson Senior Living Brand Guide provides specific guidelines for the execution of the Erickson Senior Living and community brands. Adhering to these requirements ensures brand consistency and reinforces our position as a strong, reliable, and dependable leader in our industry.

Please read this guide carefully and feel free to reach out to the Brand Management team at brandmanagement@erickson.com if you have specific questions or concerns or would like your materials reviewed to ensure they meet brand standards.

**Devonshire and Chatsworth team members:** Visit your community's home page within the Brand Management Center to access your unique brand guide.

**THANK YOU FOR YOUR PARTNERSHIP IN SUSTAINING A STRONG, SUCCESSFUL BRAND!**

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# OUR BRAND STORY

**Where It Began**
In 1983, a former seminary on the outskirts of Baltimore, Maryland, was transformed into Charlestown, a community where people of retirement age could live a life free from the burdens of home maintenance and filled with new purpose and opportunity.

What started as a single campus has grown into a thriving national network of continuing care retirement communities. And while every Erickson Senior Living location has its own unique name, look, and feel, one thing remains constant: the Erickson Way culture.

**The Erickson Way Culture**
The Erickson Way is comprised of our mission, vision, values, and brand promises. Together, they serve as our "North Star" for all decisions and interactions.

**Our Mission** is to help people live better lives.

**Our Vision** is to be the most trusted and respected leader in senior living.

**Our Values** are we-centered actions and behaviors that set us apart from other senior living providers and employers:

- We value meaningful relationships.
- We seek out and celebrate diversity.
- We are friendly and enthusiastic.
- We act with integrity.
- We strive for excellence.
- We are accountable.
- We are one team.

**Our Brand Promises** are for residents and team members:

1. Financial stability/benefits
2. A vibrant lifestyle/workplace
3. A focus on health and well-being

# OUR BRAND STORY

**Brand Tone**
The story of our brand shines through in the tone of our communications. When writing or speaking about Erickson Senior Living and our communities we follow these principles:

- **We use "you" centered statements** whenever possible, to convey that our focus is always on residents, team members, their families, and guests.
- **We choose words that are friendly, relatable, warm, positive, and uplifting,** as these types of words convey the welcoming atmosphere at our communities and home office locations.
- **We keep language polite and conversational, not formal.** Our communities are like small towns where neighbors call each other by name. The tone of our communications reflects familiarity, kindness, and respect.

**What Our Logos Symbolize**
The elements of our company and community logos work together to tell a story that reinforces the Erickson Way.

***"Promise" Icon***
Our brand icon is comprised of three upward-sweeping lines that represent our brand promises. If you look closely, you'll see that the white space between the green lines of the icon forms a stylized letter "E." This is a subtle reminder that the Erickson Way is at the heart of our company promises.

# OUR BRAND STORY

### *Brand Colors*

Our brand colors were carefully selected to reflect our company's proud history, reputation, and future.

- Our primary brand color is **classic navy blue**, which represents **strength** and **stability**.
- Our secondary brand color is **vibrant green**, which represents **growth** and **vitality**.

### *Logo Endorser Line*

Every community logo is anchored by the words "by Erickson Senior Living," which serves several purposes:

- It clearly identifies our offering (senior living)
- It elevates the local community brand position by connecting it to the national Erickson Senior Living brand
- It highlights the important relationship between Erickson Senior Living and the communities it manages

### *Community Logos with Endorser Line*

# LOGO USE GUIDELINES

Brand-compliant logos for Erickson Senior Living and all communities are available on the Brand Management Center.

**Logo Elements**
The Erickson Senior Living logo is comprised of three elements:

- Promise icon
- Erickson Senior Living
- Legal mark

Community logos are comprised of four elements:

- Promise icon
- Community Name
- Endorser line
- Legal mark

These elements cannot be separated for any reason. It is imperative that you never crop out or isolate a logo element.

# LOGO USE GUIDELINES

## Mandatory Registered Mark ®

The Erickson Senior Living logo and the logos of all communities that are open or that have an active Sales Center include a registered mark. The registered mark indicates that the logo is officially registered with and protected by the U.S. Patent and Trademark Office.

When the new brand was first introduced, our request for a registered mark was still pending; therefore, earlier versions of all logos included a service mark (SM).

It is vital that you use the registered version of the company and community logo in all of your branded materials; therefore**, please review any materials previously downloaded from the Brand Management Center to ensure the registered mark appears.** If it does not, please delete the old versions and download updated templates and materials from the Brand Management Center.

## Logo Orientations and Size Requirements

Logos are available on the Brand Management Center in two orientations: vertical and horizontal.

- The vertical orientation is preferred. The minimum reproduction size of this logo is **0.75** inch.
- The horizontal orientation may be used when the vertical logo is not appropriate. The minimum reproduction size of this logo is **0.3713** inches.

If you need a logo smaller than the minimum reproduction size, please contact Brand Management for information and guidance.

# LOGO USE GUIDELINES

## Logo Colors

The Erickson Senior Living logo consists of two colors: **blue (PMS 7302)** and **green (PMS 354)**. The green (PMS 354) should only be used in the icon.

| PMS 302 COLOR BRIDGE | PANTONE + 354C |
|---|---|
| R0 G58 B93 | R0 G177 B86 |
| HTML 00395D | HTML 00B156 |
| C100 M48 Y12 K58 | C81 M0 Y92 K0 |

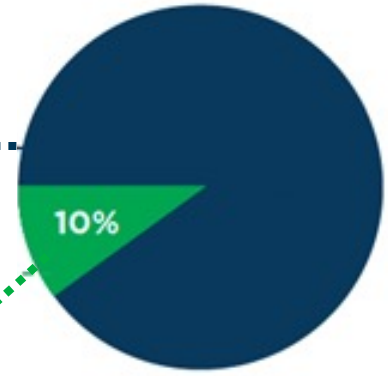
The logo should appear in these designated colors at all times.

## Color Usage Guidelines

For use of color in all other materials, apart from the logo art:

**Blue (PMS 7302)** should be the dominant color.

**Green (PMS 354)** should not comprise more than 10% of **the overall color application**.



# LOGO USE GUIDELINES

## Approved Logo Color Schemes

Logos are available on the Brand Management Center as EPS and PNG formatted files in these approved color schemes:

- Green and blue
- Green and white
- All white logo

If you need a black and white logo or a different file format than those listed here, please contact the Brand Management team.

Green and Blue Logo

Green and White Logo

All White Logo

## Logos for Embroidery

There are special quality control considerations for embroidered logos. Erickson Senior Living has selected the YGS Group and Apex Advertising as our vendors of choice for these requests. Please see the Approved Vendors section of this Brand Guide for contact information.

# LOGO USE GUIDELINES

## Logo Lockups

Pairing a logo with a department, program, or committee name is called a logo lockup. A logo lockup creates a visual connection between the company or community and a department, program, or committee within the organization. Lockups display the company or community logo on the left, a green pipe in the center, and the department, program, or committee name on the right.

**Department Logo Lockup**

**Program Logo Lockup**

**Committee Logo Lockup**

Lockups are specially designed with brand fonts accessible only to the Erickson Senior Living marketing team. If you wish to request a lockup, please contact Brand Management for support and guidance.

Logo lockups are for internal use only. Print and digital communications that are being shared externally may only include the community or company logo.

Review the Programs, Committees, and Themes EPOC policy before contacting the Brand Management team to request a logo lockup.

# LOGO USE GUIDELINES

## Proper Logo Use

1. Never use the Erickson name separate from the “Senior Living” identifier line.

2. Never remove the icon.

3. Never use the promise icon as a standalone element.

4. Never add a service, department, name, or title to the logo. See official list of approved department logo lockups in the Logo Lockups section of this brand guide.

5. Never individually change the proportions and/or size of any of the elements in the logo.

# LOGO USE GUIDELINES

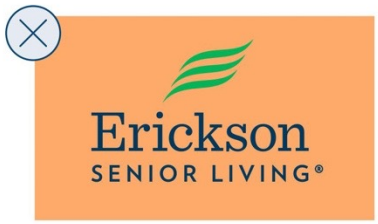
6. Never stretch or compress the logo.

7. Never change the color of any of the elements in the logo.

8. Never rotate the logo.

9. Never change the case or font of the logo.

10. Never surround the logo with an outline or print the logo on a background that does not provide enough contrast.



# LOGO USE GUIDELINES

11. Never scale a small JPG or PNG version of the logo to a larger size or pixelation will occur.

12. Never reproduce the logo smaller than the minimum size for print and digital media.

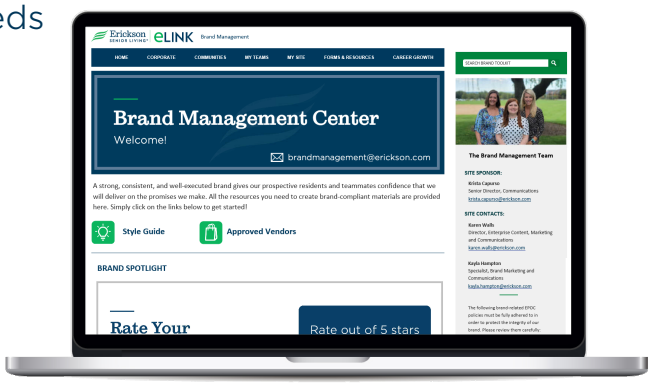
13. Never place the logo on a photo or background that doesn't provide enough contrast.

14. Never use green (PMS 354) for anything other than the icon portion of the logo.

# THE BRAND MANAGEMENT CENTER

In addition to approved logos, hundreds of brand-complaint templates and resources are available to you on the Brand Management Center. This comprehensive site can be accessed from the Quick Links section of the eLINK home page.

Simply click on your location to explore the full suite of customized materials, which include:




**Branded Templates**
Each template includes instructions for proper use, so read them carefully:

- Agendas
- Anniversary Logos (available for communities celebrating a milestone anniversary)
- Bi-fold and Tri-fold Brochures
- Emails
- Community Letterhead
- Department-Specific Letterhead
- Flyers
- Name Displays (for your office or workspace)
- LinkedIn Cover Photos
- Posters
- PowerPoint Presentations
- Reports
- WebEx Backgrounds

**Template Font**
The brand-compliant font for all templates is **Gotham Office**. This font is available for all company-issued computers and was chosen for its clean lines and easy readability. The minimum approved font size for Gotham Office is 10 points. You may increase the font to a maximum of 14 points to improve readability. If creating materials for those with visual impairments, the approved font size is 18 points.

If you do not currently have the Gotham Office font installed on your company-issued computer, please contact the IT Service Desk for assistance.

# THE BRAND MANAGEMENT CENTER

**Branded Items**
The following resources are available to assist you with developing and purchasing quality, brand-compliant items for distribution to current or prospective residents and team members.

***Erickson Branded Solutions (EBS)***
EBS is the company's online storefront, offering branded office supplies, marketing materials, promotional items, and more. Note: Access to the Company Store section of EBS requires manager approval for users not in leadership roles.

For any EBS questions, reach out to the EBS Support Team.

***Approved Vendors***
The following vendors have been carefully vetted for quality and customer service. They already have our logos on hand, have access to Erickson Senior Living's brand assets, and are well-versed in meeting our brand standards.

The YGS Group
Specialties: print, signage, promotional products, apparel, embroidery
Main contact: Tricia Stonesifer | tricia.stonesifer@theygsgroup.com | 717-968-5116

Apex Advertising
Specialties: promotional products, apparel, embroidery
Main contact: Mike Valentini | mvalentini@apexadv.com | 717-587-1641

Ironmark
Specialties: promotional products, tablecloths
Main contact: Tim Mace | tmace@ironmarkusa.com | 443-541-5491

# THE BRAND MANAGEMENT CENTER

### *Promotional Item Best Practices*

Before placing an order, please consider the following when determining appropriate information:

- **Visit Erickson Branded Solutions (EBS)** to see if the item is available for order.
- **Select an approved vendor** to fulfill your order.
- **The vertical logo is the preferred layout** and should be used for any and all materials that support its size. The horizontal logo should be used when the vertical logo does not fit within the allotted space.
- Ensure you provide the vendor the appropriate file. Learn more about the available file types for download on p. 10.

### *Imprint Considerations*

- **If the item is a promotional giveaway,** including a phone number and/or web address is appropriate. NOTE: The item's imprint area must be considered when determining what contact information to include. Please consult with the approved vendor, EBS Support, or the Brand Management team for guidance.

- **If the item has a higher price point,** including a phone number or web address may lessen the perceived value of the item. Using just your community logo or a logo lockup with your department name may better reflect your intended purpose.

- **If you need assistance choosing the best item,** please contact EBS Support or Brand Management. We will be happy to provide recommendations.

# BRAND-RELATED EPOC POLICIES

The following brand-related EPOC policies must be fully adhered to in order to protect the integrity of our brand. Please review them carefully before developing or finalizing any branded materials.

- Brand Compliance EPOC policy
- Programs, Committees, Themes EPOC policy
- Company-Owned Websites and Social Media EPOC policy

## THANK YOU FOR READING THE BRAND GUIDE!

Reach out to the Brand Management team if you have specific questions or concerns or would like your materials reviewed to ensure they meet brand standards.